

## AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method for providing automatically facilitated marketing and provision of electronic services, comprising:

searching a database for a match between ~~a user system log~~ user input and information in the database;

obtaining at least one keywords keyword resulting from ~~the~~ searching ~~step~~ the database;

~~utilizing a database table to associate the keywords with potential services to sell to a customer; and~~ determining at least one offered service associated with the at least one keyword, the at least one offered service associated with a technical weighting indicating a technical relevance of the at least one offered service and a preference weighting indicating a provider preference of the at least one offered service;

determining a weighted value associated with the at least one offered service based on the associated technical weighting and the associated preference weighting; and

~~producing a set of suggested actual services and associated information regarding services that can be sold to the customer~~ prioritizing the at least one offered service based on the determined weighted value.

2. (Currently Amended) The method of claim 1, ~~further comprising associating the keywords with generically defined services~~ wherein determining at least one offered service associated with the at least one keyword further comprises:

determining at least one generic service related to the at least one keyword; and

determining the at least one offered service based on the at least one generic service.

3. (Currently Amended) The method of claim 1, ~~further comprising calculating appropriate services to offer the customer utilizing a summation of weighted technical appropriateness values associated with at least one of generic, potential, actual or available services~~ if the at least one offered service includes a bundle of two or more services, then determining a weighted value associated with the at least one offered service based on a

technical weighting and a preference weighting associated with each of the two or more services of the bundle of services.

4-6 (Canceled)

7. (Currently Amended) The method of ~~claim 3~~ claim 1, further comprising:  
calculating maximum and minimum thresholds; ~~and such that preferential services offered by a service provider do not override technical security decision criteria~~  
comparing the maximum and minimum thresholds to a ratio of the associated technical weighting and the associated preference weighting to determine if the associated preference weighting is overriding the associated technical weighting.

8. (Canceled)

9. (Currently Amended) The method of claim 7, further comprising adjusting or reducing ~~the weighted values value~~ value associated with the at least one offered service if the ratio of the associated technical weighting and the associated preference weighting violates the maximum threshold or the minimum threshold is violated.

10. (Currently Amended) The method of claim 7, further comprising discarding a ~~particular preferential service~~ the at least one offered service if the ratio of the associated technical weighting and the associated preference weighting violates the maximum threshold or ratio check is violated the minimum threshold.

11. (Currently Amended) The method of ~~claim 7~~ claim 1, further comprising if the at least one offered service includes a bundle of two or more services, calculating a comparison value for the at least one offered service by adjusting the weighted values value for cases of service bundling associated with the at least one offered service.

12. (Currently Amended) The method of claim 1, further comprising outputting the at least one offered service ~~suggested services and associated~~ and information associated with the at least one offered service to a user's processing device.

13. (Currently Amended) A computer-readable medium comprising:  
logic configured to search a database for a match between ~~a user system log~~ user input and information in the database;  
logic configured to obtain at least one keyword ~~keywords~~ resulting from the search;  
logic configured to ~~utilize a database table to associate the keywords with potential services to sell to a customer; and~~ determine at least one offered service associated with the at least one keyword, the at least one offered service associated with a technical weighting indicating a technical relevance of the at least one offered service and a preference weighting indicating a provider preference of the at least one offered service;  
logic configured to determine a weighted value associated with the at least one offered service based on the associated technical weighting and the associated preference weighting; and  
logic configured to ~~produce a set of suggested services and associated information of services that can be sold to customer~~ prioritize the at least one offered service based on the determined weighted value.

14. (Currently Amended) The computer-readable medium of claim 13, further comprising:  
logic configured to determine at least one generic service related to the at least one keyword; and  
logic configured to determine the at least one offered service based on the at least one generic service.

15. (Currently Amended) The computer-readable medium of claim 13, further comprising logic configured to ~~calculate appropriate services to offer the customer utilizing a summation of weighted technical appropriateness values associated with at least one of generic,~~

~~potential, actual or available services~~ determine a weighted value associated with the at least one offered service based on a technical weighting and a preference weighting associated with each service, if the at least one offered service includes a bundle of two or more services.

16-17 (Canceled)

18. (Currently Amended) The computer-readable medium of ~~claim 16~~ claim 13, further comprising:

logic configured to calculate maximum and minimum ~~threshold~~ thresholds; and  
~~such that preferential services offered by a service provider do not override technical security decision criteria~~

logic configured to compare the maximum and minimum thresholds to a ratio of the associated technical weighting and the associated preference weighting to determine if the associated preference weighting is overriding the associated technical weighting.

19. (Currently Amended) The computer-readable medium of claim 18, further comprising logic configured to adjust or reduce ~~the weighted values~~ value associated with the at least one offered service if the ratio of the associated technical weighting and the associated preference weighting violates the maximum threshold is violated or the minimum threshold.

20. (Currently Amended) The computer-readable medium of claim 18, further comprising logic configured to discard ~~a particular preferential service~~ the at least one offered service if the ratio of the associated technical weighting and the associated preference weighting violates the maximum threshold or ratio check is violated the minimum threshold.

21. (Currently Amended) The computer readable medium of ~~claim 18~~ claim 13, further comprising logic configured to calculate a comparison value for the at least one offered service by adjusting ~~the weighed values~~ weighted value for cases of service bundling associated with the at least one offered service if the at least one offered service includes a bundle of two or more services.

22. (Currently Amended) The computer-readable medium of claim 13, further comprising logic configured to output the ~~suggested services~~ at least one offered service and ~~associated information~~ associated with the at least one offered service to a user's processing device.

23. (Canceled)

24. (Currently Amended) A system for automatically facilitated marketing and provision of electronic security services, comprising:

a cyclor configured to search through a ~~plurality of databases~~ database to match a ~~user system log~~ user input with sales information in the ~~databases~~ database and to provide at least one keywords keyword resulting from the search; and

a service suggestion analyzer operatively coupled to the cyclor, the service suggestion analyzer configured to:

~~provide a set of potential services to be sold to a customer based on the keywords from the cyclor~~ determine at least one offered service associated with the at least one keyword, the at least one offered service associated with a technical weighting indicating a technical relevance of the at least one offered service and a preference weighting indicating a provider preference of the at least one offered service,

determine a weighted value associated with the at least one offered service based on the associated technical weighting and the associated preference weighting, and  
prioritize the at least one offered service based on the determined weighted value.

25. (Original) The system of claim 24, wherein the service suggestion analyzer further comprises an analyzer module, a servicer module and an output module.

26. (Currently Amended) The system of ~~claim 25~~ claim 24, wherein the service suggestion analyzer ~~further~~ comprises a psychological assistant module ~~configured to include sequences and scripts to elicit sales~~ and a special deals interface module configured to provide special sales on time sensitive offers.

27. (Currently Amended) The system of ~~claim 25~~ claim 24, wherein the service suggestion analyzer module is further configured to: ~~produce a prioritized and clustered needs list that includes generic services~~  
determine at least one generic service related to the at least one keyword; and  
determine the at least one offered service based on the at least one generic service.

28. (Currently Amended) The system of ~~claim 27~~ claim 24, wherein the ~~analyzer module~~ is further configured to ~~include a lookup table to provide the clustered needs list~~ service suggestion analyzer is further configured to determine a weighted value associated with the at least one offered service based on a technical weighting and a preference weighting associated with each service, if the at least one offered service includes a bundle of two or more services.

29. (Currently Amended) The system of ~~claim 27~~ claim 24, wherein the service suggestion analyzer module is further configured to:  
~~perform technical weightings of potential services to prioritize the generic needs list~~ calculate maximum and minimum thresholds; and  
compare the maximum and minimum thresholds to a ratio of the associated technical weighting and the associated preference weighting to determine if the associated preference weighting is overriding the associated technical weighting.

30. (Currently Amended) The system of ~~claim 25~~ claim 29, wherein the service suggestion analyzer service module is further configured to ~~interface with the analyzer module to obtain the generic needs list and to produce a ranked set of suggested actual services offered by a service provider~~ adjust or reduce the weighted value associated with the at least one offered service if the ratio of the associated technical weighting and the associated preference weighting violates the maximum threshold or the minimum threshold.

31. (Currently Amended) The system of ~~claim 30~~ claim 29, wherein the ~~service module~~ the service suggestion analyzer is further configured to ~~incorporate stored preference weightings for an available offered service such that the set of suggested actual services are skewed towards services preferred to be sold by a service provider~~ discard the at least one offered service if the

ratio of the associated technical weighting and the associated preference weighting violates the maximum threshold or the minimum threshold.

32. (Currently Amended) The system of claim 25, wherein the output module is operatively coupled to the servicer module and the output module is ~~further~~ configured to provide the ~~ranked set of suggested actual services~~ at least one offered service to a user via at least one of a user's display device of a processing device, auditory means including synthesized voice, ~~email~~, or paging device.

33. (Currently Amended) The system ~~of claim~~ of claim 24, wherein the service suggestion analyzer is further configured to calculate ~~appropriate services to offer the customer utilizing a summation of weighted technical appropriateness values associated with at least one of generic, potential, actual, or available services~~ a comparison value for the at least one offered service by adjusting the weighted value associated with the at least one offered service if the at least one offered service includes a bundle of two or more services.

34-35 (Canceled)